

ITEM # _____
FISCAL IMPACT: Revenue
FUNDING SOURCE: \$12,000 Revenue
ACCOUNT NUMBER: _____

ISSUE:

Approve sponsorship contract with Land O' Frost.

SYNOPSIS:

Land O' Frost desires to advertise their products by being a sponsor of West Valley City recreation programs. Land O' Frost is willing to pay Parks and Recreation \$12,000 in return for having their name on uniforms and signs.

BACKGROUND:

Land O' Frost is a food distributor to grocery stores. They have chosen to advertise their products across the country by sponsoring local recreational programs. West Valley City is one of their target markets.

Land O' Frost proposes to pay Parks and Recreation \$12,000 for a one year sponsorship for youth recreation programs. In return, Land O' Frost requires the Recreation programs to put their name and logo on team uniforms, distribute coupons to the teams, provide a banner that will be displayed at the programs, and promote their company in other ways listed in the contract.

Parks and Recreation often uses sponsorships as a way to off-set the cost of programs and keep participation prices affordable. The requests of Land O' Frost are similar to sponsorships that have been done in the past

RECOMMENDATION:

Approve the resolution creating a sponsorship agreement between the City and Land O' Frost.